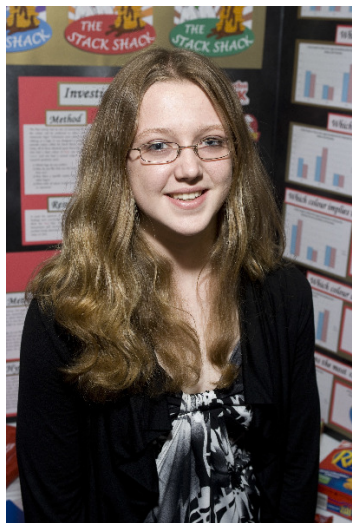


CWSF 2010 - Peterborough, Ontario



Briony Rose Merritt

Seeing Red: The Science Behind Colour in Marketing

Division: International
Category: Intermediate
Region: Halifax
City: Halifax, NS
School: Oxford School
Abstract: This study focuses on the physical and psychological effect of colour use within marketing. It specifically looks at how the colour red is used as a stimulant in fast food restaurants. Surveys were conducted to determine whether red logos would be preferred for a fast food eatery, and whether age or gender had an impact on this result.

Biography

My name is Briony Merritt and I am in Grade Nine at Oxford Junior High school in Halifax, NS. I recently moved to Canada from Swindon, England, and I am enjoying living in a different country, surrounded by a fresh, vibrant culture. Some of my interests include: reading, writing, playing guitar, running and swimming. I train with the Halifax Trojan Aquatic Swim Club in a High Performance group, and this has given me the opportunity to travel to many different places throughout Canada, while competing in a sport I love. I am also currently writing a novel, which is a difficult, but enjoyable, challenge. Next year, I plan on entering the Pre-IB program at Citadel High School, and afterwards to attend University. I am not sure right now what field of work I am looking for in the future, but a career in science is definitely an option! This is my first Canada Wide Science Fair and I am looking forward to a new and exciting experience.

Awards

Value

Honourable Mention - Health Sciences - Intermediate Sponsor: Canadian Institutes of Health Research	\$100
Total	\$100